



*Consultancy Services for the
Public Engagement
For the Urban Renewal Strategy Review (“URS Review”)*

Progress Report 1

A-World Consulting Ltd. (“AWC”)

9 October 2008

1 INTRODUCTION

- 1.1 Further to the Inception Report submitted and uploaded to the URS Review website on 29 September 2008, this Progress Report provides an update on various related development and the programmes.
- 1.2 In the Inception Report, the public engagement programmes are categorized into 2 parts: (a) those that are specified in the tendering document (to be referred to as “standard programmes”), and (b) a number of innovative and value-added programmes proposed by AWC (to be referred to as “innovative programmes”).

2 STANDARD PROGRAMMES

2.1 Focus group discussion

- 2.1.1 As agreed with Development Bureau (DEVB) and Urban Renewal Authority (URA), a total of 15 focus group discussion sessions have been planned initially at the Envisioning Stage for relevant academic and professional groups, advocacy groups, business groups, affected groups, political groups, the general public, statutory and advisory groups as well as public bodies. Further sessions will be considered if the situation warrants.
- 2.1.2 As of 9 October 2008, four sessions (for “academics and professional groups (Science & Works) – architects, planners, engineers, surveyors, etc.”, “academics and professional groups (Arts & Humanity) – social workers, arts and culture representatives, historians, etc.”, “advocacy groups – policy ‘think tanks’, green groups, conservation groups” and “advocacy groups – community groups” respectively) have been held. The average number of participants for the four sessions is about 16. Members of the Steering Committee on Review of the Urban Renewal Strategy (SC) and representatives from DEVB, URA, the Policy Study Consultant and AWC were also present at the sessions.
- 2.1.3 For all four sessions that have taken place, Mr. Peter Lam was the facilitator.
- 2.1.4 The key issues discussed in the sessions that are relevant to the URS Review include the following:
 - ◆ the vision and key considerations of urban renewal in Hong Kong;
 - ◆ implementation, balance and coordination among the 4Rs (e.g. scale of redevelopment, coordination between redevelopment and rehabilitation, and preservation policy);
 - ◆ pace and programme of urban renewal;
 - ◆ roles of URA and other parties in urban renewal;
 - ◆ meaning and implementation of the people-centred approach (e.g. social responsibilities of URA, the importance of social network / relationship, roles of the URA Social Service Teams, respecting the views of affected residents, communication with stakeholders, social impact assessment and rehousing entitlements);
 - ◆ the Government to delegate urban planning powers and that the affected stakeholders be allowed to participate in the decision-making process on relevant urban renewal projects;

- ◆ community involvement in planning and implementation of redevelopment; and
- ◆ requirement for the urban renewal programme to be self-financing in the long run and how it affects URA's business model (e.g. plot ratio in redevelopment projects and redevelopment vs other modes of urban renewal).

2.1.5 The purpose of holding the Envisioning Stage focus group discussions is to identify issues as well as agenda items to be considered under the URS Review and their priorities. They are different from public forum discussions.

2.1.6 Summary notes of focus group discussions will be uploaded to the website. But in order to encourage free and animated exchange of ideas during the focus group sessions, records attributing to individual participants, or audio or video recording of the discussions will not be publicised.

2.1.7 Extra focus group discussion sessions will be considered to entertain those organizations invitees who cannot attend their respective scheduled sessions and to accommodate strong demand for certain sessions.

2.1.8 We welcome suggestions on further improvements in the arrangement of focus group discussions.

2.2 Poster campaign

2.2.1 Compared with other ways of publicity (e.g. newspaper advertisement before each public engagement event), posters are less able to show the most updated information. It was therefore agreed that the previously proposed poster campaign will not be launched at the Envisioning Stage. The idea will be revisited as and when required.

2.3 Announcement of Public Interest ("API")

2.3.1 A tender briefing session for invited and interested ad agencies was held on 2 October 2008 and was attended by 13 agencies. The deadline for submitting tender proposals is 13 October 2008.

2.3.2 The first API is scheduled to be released in November 2008.

2.4 Seminar on urban renewal

2.4.1 The Policy Study Consultant is lining up speakers for the event which will be organised by URA.

2.4.2 AWC will participate to gather views from the public.

2.5 Website revamp

2.5.1 A website revamp will be launched in phases. The first phase is aimed to be implemented in mid-October with the introduction of an e-Forum.

2.5.2 In view of the fact that management of an e-Forum in a government website needs to follow certain requirements (e.g. no foul language and indecent photo images), it is considered not appropriate to have real time interactive discussion in the e-Forum. Submissions will be vetted for offensive language or images etc. before posting. But there will not be vetting for other purposes. To minimise the time gap as far as possible having regard to resource constraints, three screenings per day are proposed.

2.5.3 Against the above, AWC has submitted the draft guidelines for management of e-Forum to DEVB/URA.

2.6 Overseas study visits

2.6.1 The Policy Study Consultant will recommend the destinations and itineraries of the overseas visits after their own overseas study trips.

3 **INNOVATIVE PROGRAMMES**

3.1 Partnering organizations

3.1.1 In line with the recommendation of SC to be more inclusive in enlisting partnering organisations, AWC has prepared an implementation proposal which will be divided into 2 parts: (a) partnering programmes with District Councils, schools and professional bodies, and (b) partnering programmes with other organizations which, in view of the need to be responsible with public spending, have to satisfy certain criteria (e.g. a legal, non-profit making entity with a proven track record). These organizations will be invited to submit applications.

3.2 Mass media – radio

3.2.1 AWC will proceed with this programme.

3.2.2 AWC is lining up a meeting with Commercial Radio and URA to kick off the discussion on the 8-week programme with a view to raising the public's awareness of and interest in URS Review.

3.3 Website proposals

3.3.1 AWC is exploring a "SimCity-like Game" proposal and has approached 3 firms which may be interested in the programme.

3.3.2 AWC is working with URA on a tendering programme for this project.

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